New Ozone Report Highlights Continued Dangers of UV Rays; Professionally Installed Window Film Protects Skin and Eyes from the Sun's Damage

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Anew reportissued byScience Magazineindicates that, for the first time since the 1980s, the hole in the ozone layer is starting to shrink but will not close completely until at least 2050. In the interim, people remain at an increased risk of exposure to dangerous UV rays. Skin cancer rates have already spiked and these incidents should be taken as a warning of dangers of UV radiation.

As a remedy, the International Window Film Association (IWFA) suggests the application of professionally installed window film as a defense from cumulative skin damage resulting from UV rays penetrating through the glass of buildings and vehicles. Typical windows may only block a small percentage of the UV rays that penetrate the protective ozone layer, but professionally installed window film may block up to 99 percent of incoming UV rays, providing a powerful defense for home, vehicle, and businesses.

The ozone layer serves as a shield, blocking much of sun's harmful UV rays before they ever reach the Earth's surface. However, even in areas where it remains intact, UV rays still penetrate the ozone layer and can have serious health effects. Beyond wrinkles, UV rays also cause skin damage, including skin cancer. Despite misconceptions, people are not only effected by UV rays when outside on sunny days. In fact, studies indicate Americans spend up to 90 percent of their time indoors, and typical windows may only block approximately 25 percent of UV rays from passing through the window. Whether indoors or out, people are encouraged to take preventative action.

"UV rays can pose a serious health threat," said Darrell Smith, Executive Director of the IWFA. "One of the more effective ways to ensure protection is through the application of professionally installed window film. Window film can block up to 99 percent of UV rays from passing through your windows and provide increased protection to your home, office or vehicle."

For more information on how professionally installed window film can be an affordable and highly effective option for combating the impact of the ozone layer's hole, please visithttp://www.iwfa.com.

About the International Window Film Association

The International Window Film Association (IWFA) (http://www.iwfa.com) is a unified industry body of window film dealers, distributors, and manufacturers that facilitates the growth of the window film industry though the use of education, research, advocacy and consumer awareness. The organization builds alliances with trade associations, utilities and government agencies to advance dealers' and distributors' businesses and provide value to their customers.

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